

# MINUTES

REGULAR MEETING OF  
CITY OF ALAMEDA ECONOMIC DEVELOPMENT COMMISSION  
THURSDAY, JANUARY 21, 2010  
7:30 PM

1. CALL TO ORDER AND ROLL CALL

Chair Bonta called the meeting to order at 7:36 p.m.

Present: Chair Bonta. Commission Members: Breuer, Dahlberg (arrived at 7:48 p.m.), Harrison, McKean, Reeves, and Ryan

Absent: Commission Members: Lindsey and Viehweg

Staff: Eric Fonstein and Rosemary Valeska

2. MINUTES

2.a. Minutes of the Regular Meeting of November 19, 2009

Motion (McKean), seconded, and unanimous to approve the minutes of the Regular Meeting of November 19, 2009 as submitted.

3. CONSENT CALENDAR

(None)

4. ORAL COMMUNICATIONS – PUBLIC

(None)

5. UNFINISHED BUSINESS

(None)

6. NEW BUSINESS

6.a. Consider amending Economic Development Commission Rules and Procedures, Section D.1, Regular Meetings, to change the starting time of Regular Meetings from 7:30 p.m. to 7:00 p.m.

Motion (Reeves), seconded, and passed unanimously.

6.b. Review of the cost of doing business in Alameda

Mr. Fonstein recapped the staff report. Commission Member McKean asked if there was a way to correlate the foot traffic of the sample shopping districts to the potential revenue generated. Mr. Fonstein responded that he would look into that. The Chair asked if there were any other costs besides business district dues that were not captured in the analysis. Mr. Fonstein responded that he did not believe there were. He

added that this information would be presented at a future commercial brokers' forum. The Chair asked if there had been any feedback about the special assessments in other areas being excessive. He added that hopefully this could be used as a recruiting device to help the perception of Alameda. Mr. Fonstein stated that the commercial brokers appreciate having the cost comparison information as a tool to promote Alameda. Commission Member Harrison asked how the sales tax figures from our business districts compare with other cities. Mr. Fonstein responded that it would be difficult to obtain that information but he would try. This item was provided for information, only; no EDC action was requested.

6.c. Second Quarter 2009 sales tax report

Mr. Fonstein recapped the staff report and exhibits. Copies of the PowerPoint presentation were distributed. The Chair noted the increase in the business-to-business category and asked which companies were responsible. Mr. Fonstein cited confidentiality restrictions from identifying specific businesses in relation to sales tax; however, he did state that this increase was coming from the Harbor Bay Business Park jurisdiction. Commission Member Breuer asked if there was any new information regarding the proposed Target at Alameda Landing. Mr. Fonstein responded that he would look into that. Commission Member Harrison stated that he was impressed with the "Shop Alameda" commercial running at the Alameda Theatre. The Chair asked why Alameda was not capturing more sales tax in the department store category. Mr. Fonstein responded that Alameda has limited locations for department stores and there have been community concerns regarding where department stores should be located, but the demand is here. He added that Mike Corbitt of Alameda Towne Centre is scheduled to give a presentation to the EDC at the February 18 Regular Meeting and he will have more information. The Chair asked about the gas station category. Mr. Fonstein responded that there are land use pressures to go with other than industrial uses. Commission Member Harrison asked how Alameda compares with other areas in the liquor store category. Mr. Fonstein responded that he would look into that. Commission Member Harrison asked if we would see an increase in the next sales tax report reflecting holiday shopping at Alameda Towne Centre and business generated by the Alameda Theatre. Mr. Fonstein stated that more local people are finding that their shopping needs can be met in Alameda and noted that Pagano's will be opening an additional location at Alameda Towne Centre. The Chair asked when the Third Quarter 2009 sales tax report would be released. Mr. Fonstein responded that it should be in March. This item was provided for information, only; no EDC action was requested.

7. REPORTS

(None)

8. WRITTEN COMMUNICATIONS

8.a. Upcoming EDC Agenda Items

8.b. Redevelopment Magazine

9. ORAL COMMUNICATIONS – COMMISSION MEMBERS AND STAFF

- Commission Member Harrison requested a synopsis of the “Shop Alameda” campaign.
- Mr. Fonstein reported that the presentation of the Report of the Business Attraction Subcommittee had been rescheduled to the February 16 City Council Meeting.

10. ADJOURNMENT

The meeting was unanimously adjourned at 8:24 p.m.

Respectfully submitted,

Rosemary Valeska  
EDC Recording Secretary

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